

Finland

Capital: Helsinki
Population: 5,308,208 (2008 estimate)
GDP:* \$163 billion (2005 estimate)
Currency: Euro
Language: Finnish



Summary

Finland, with a population of 5.3 million, had about 2.6 million passenger cars in 2007. In 2007, 125,608 passenger cars were registered in Finland. 6,507 of them were directly imported from the United States, representing 3.1 percent of Finland's overall passenger car imports. However, the total number of U.S. passenger cars in the market is considerably higher due to U.S. car manufacturers' imports from the European Union (EU) area.

Number of automobiles in use in Finland

	2007	2006	Change %
<i>Passenger cars</i>	2 553 556	2 489 287	2,6
<i>Vans</i>	294 196	281 407	4,5
<i>Trucks</i>	96 610	90 925	6,3
<i>Buses</i>	11 500	11 147	3,2
<i>Other vehicles</i>	13 264	13 590	-2,4
Total	2 969 126	2 886 356	2,9

Current Market Trends

The most important factors for choosing and buying a new car for Finns are driving characteristics, appearance, durability, driving comfort, standard of equipment, and collision safety. Due to weather conditions, the best sales prospects for automotive parts and accessories are all kinds of devices that improve traffic safety.

A sale of original equipment manufacturer's (OEM's) automotive parts and accessories is closely related to the sales of automobiles of these manufacturers. Since the United States market share of new cars sold in Finland is not significant, the same applies to automotive parts and accessories.

Market Entry

The technical requirements in EU regulations make it challenging to import non-EU vehicles into Finland. In Finland, the "single approval" is the only way to enter the market. However, it is time and money consuming, due to the fact that many technical tests are required to prove that the vehicle meets EU requirements. The requirements inside "single approval" vary country by country in the EU. In Finland, EU approval is always mandatory for some vehicle parts, such as lights.

Main Competitors

U.S. suppliers generally face strong competition from European suppliers. In 2007, Germany was Finland's number one supplier of passenger cars (21.5 percent), followed by United Kingdom (14.5 percent), Japan (13.1 percent) and France (11.4 percent).

Current Demand

Currently, imports of automobiles from the United States are about 3-4 percent of total imports. U.S.-made products, such as steering systems, brake systems and parts, transmission systems, chassis and body parts have relatively good sales potential in Finland. Also alloy wheels, accessories, chemicals and lubricants have market potential in Finland.



The majority of 2006 ATV (All-Terrain-Vehicle) imports came from China, with 5,000 vehicles. The United States came second with 4,000 vehicles. As the market is developing, local experts mostly agree that the next products with increasing demand in Finland will be ATV aftermarket products. At the moment, there are only a handful of dealers who sell ATV equipment and supplies. Sales of products such as winches, tires and rims, ice-chains and spare parts and supplies are expected to increase in the years to come.

Trade Events

Helsinki Motor Show

November 26-29, 2009

Venue: Helsinki Fair Center

Type: Finland's largest automobile and automotive accessories Exhibition

URL: <http://www.finnexpo.fi/exhibition.asp?Id=1632>

Available Market Research

All-Terrain-Vehicle (ATV) Market (2006)

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